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An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various fragments, floating in the water. Several small fish are swimming around the debris. A dark blue rectangular box is overlaid on the center of the image, containing the title text in white.

# OCEA(N)RT TRAINING MODULE 3

## LESSON 3



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## AIMS OF THE LESSON

- The aim of this lesson is to examine several marketing and exploitation techniques that might prove useful for improving the efficacy of environmental campaigns.



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## LEARNING OUTCOMES

- Adopt innovating Marketing and Exploitation ideas and strategies through the analysis of several environmental and non-environmental-related case studies.
- Further recommendations/suggestions on the development of marketing campaigns.
- Participants will gain awareness on the importance of environmental and green art as tools for environmental campaigns.

An underwater photograph showing a variety of marine life, including several striped fish, swimming amidst significant plastic pollution. Large pieces of clear and white plastic, along with smaller debris, are visible in the water. A dark blue rectangular box is superimposed over the center of the image, containing the title text.

# Marketing and art exploitation in environmental campaigns



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## 1. DEFINITIONS: What is marketing?

### According to the American Marketing Association...

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

### According to Kotler...

Marketing is a science, even an art, of exploring, creating and delivering value to satisfy the needs of a target market at a profit.

Source: Pinterest



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## 1.2 WHAT IS AN ENVIRONMENTAL CAMPAIGN?

An environmental campaign is a campaign whose focus is to raise awareness conditions of our planet and inspire the need to take care of our environment by adopting a more sustainable behavior or by pledging to a cause.



Source: UNEP



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## 2. TYPES OF MARKETING TECHNIQUES

### 2.1 TRADITIONAL MARKETING TECHNIQUES

- Outbound marketing (e.g., billboards)
- Word of mouth marketing
- Cause marketing



Source: WOM Group



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### 3. CASE STUDIES

#### 3.1 NON-ENVIRONMENTAL RELATED

- Chipotle and the multiverse
- National Blood Donation in the UK
- Expedia (digital marketing)



Marketing campaign of National Blood Donation. Source: Decision Marketing

## 3.2 ENVIRONMENTAL-RELATED

- WWF campaign
- Street Art by Banksy on climate change
- Street Art by Odeith (guerrilla marketing)
- Public Installations (guerrilla marketing)
- IFCR International Federation of Red Cross
- Mc Donald's (outbound marketing)



Source: Le Huff Post



Source: WWF

### 3.2.1 ART IN ENVIRONMENTAL CAMPAIGNS

- Art can support in obtaining knowledge, learning from experience , and benefiting from opportunities.
- Arts' inclusion in marketing communication generates awe and creates emotions.
- "Art infussion effect", by Hagtvedt and Patrick.
- Integration of art into marketing communication by:
  - Recreating famous paintings as backgrounds or prints on packages
  - Integrating music (through mobile applications or as websites' music).



Source: WWF

### 3.2.1.1 DIFFERENCE BETWEEN GREEN ART AND ENVIRONMENTAL ART

- What is green art?

Is the practice of using environmentally friendly, non-toxic and natural materials. Combining these art forms will depend on the artistic intent.

- What is environmental art?

It consists in artistic works which have the intent of becoming a part of enhancing the environment, whilst making a statement on ecological and conservation issues.



Source: Blue Ocean Society for Marine Conservation

## 4. RECOMMENDATIONS AND SUGGESTIONS

- Be innovative
- The strategy should be human and customer-centric
- It is better to show than tell
- Be creative
- Start a conversation on social media on attractive topics
- Make an emotional appeal to the audience
- Make use of storytelling
- Show how products or services can make life better for real people
- Creating an experience for your target audience



## YOUR TURN: PARTICIPATORY ACTIVITY

**Activity A:** Participants will be divided into teams and they will choose a marketing technique and suggest it for an environmental campaign of their choice. You could also choose an existing environmental campaign and suggest a different marketing strategy than the one adopted.

**Activity B:** Participants will be divided into teams, where they will be tasked to produce a publicity regarding an art exhibition focused on climate change. You will decide upon the type of publicity (television, radio, online, social media, platforms), and will present their scenario. In the end, they will present their ideas and will explain why this might be an effective publicity.



**Thank you!**

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